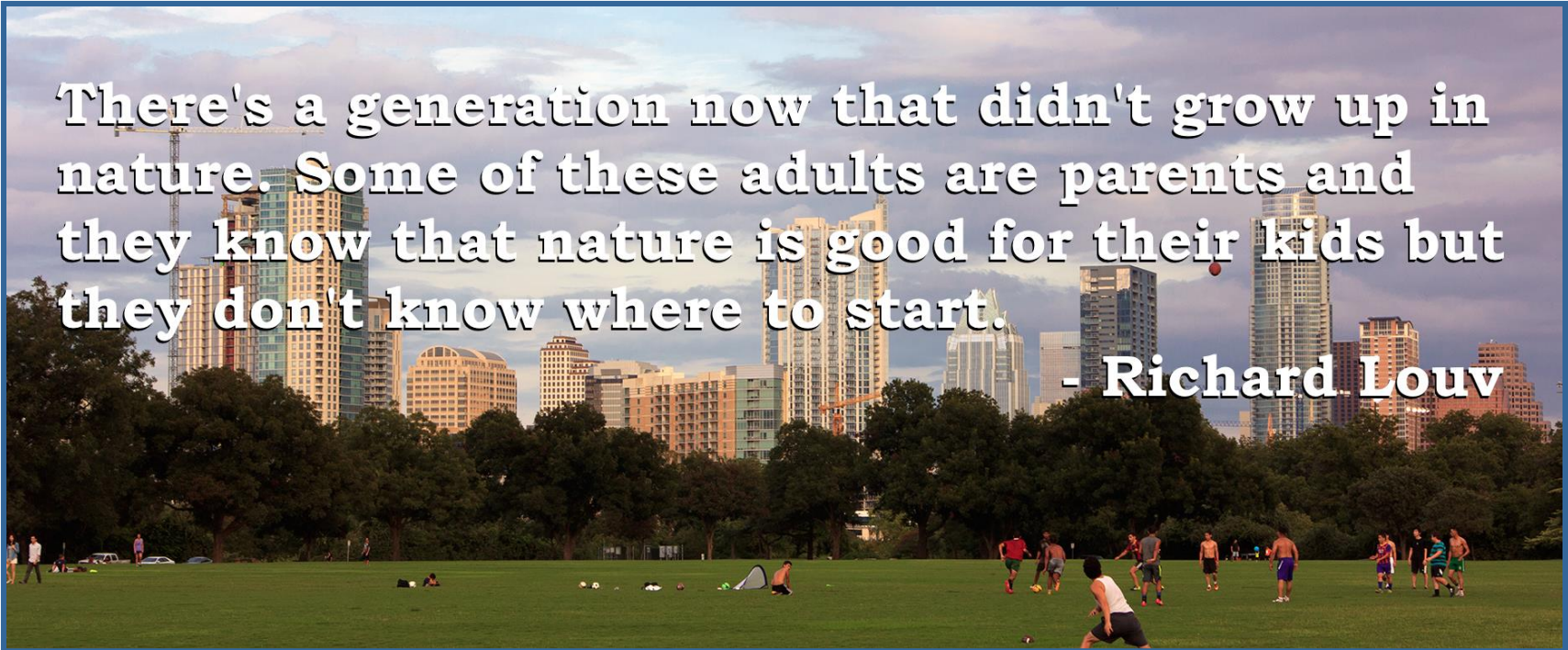




# Cities Connecting Children to Nature Initiative – Planning Grant

There's a generation now that didn't grow up in nature. Some of these adults are parents and they know that nature is good for their kids but they don't know where to start.

- Richard Louv

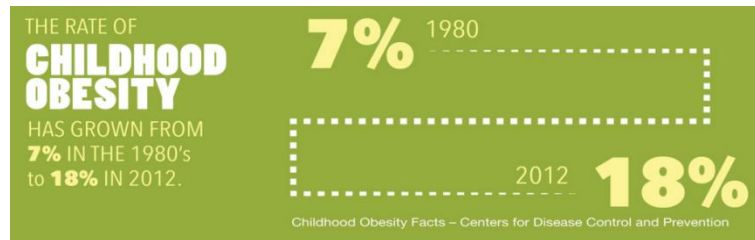


# Why focus on Connecting Children to Nature?



## The Average Child Today:

THEY SPEND OVER  
**90% OF THEIR TIME INDOORS.**  
Changes in American Children's Time, 1997-2003 – International Journal of Time Use Research



KIDS TODAY SPEND OVER  
**50 HOURS A WEEK**  
ON SOME DEVICE.



Generation M2: Media in the Lives of 8- to 18-Year-Olds – Kaiser Family Foundation



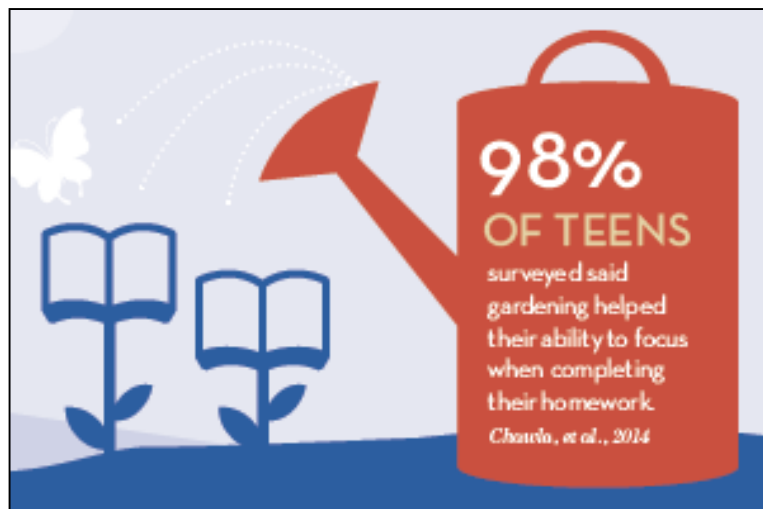
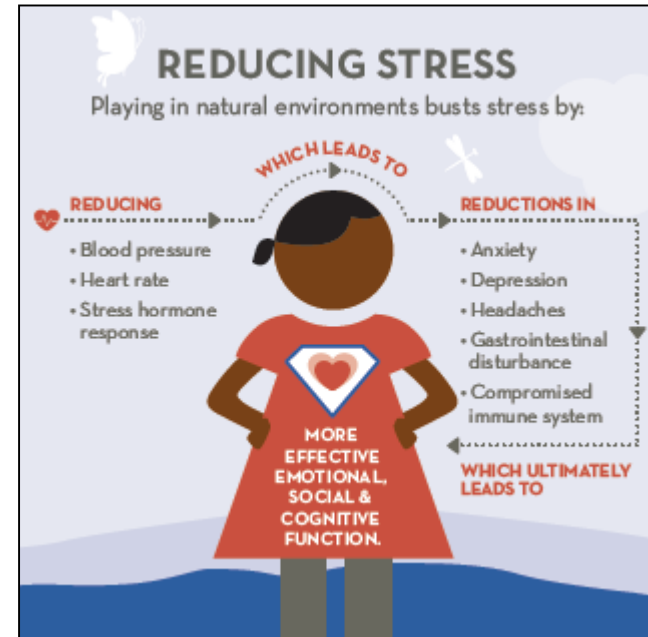
## PRE-SCHOOL KIDS

ARE THE FASTEST GROWING  
MARKET FOR ANTI-DEPRESSANTS.

Rising prevalence of antidepressants among US youths. (Zito et al 2002)



# Studies show that kids who have regular interaction with nature are: **HEALTHIER, HAPPIER & SMARTER**



# Overview: Cities Connecting Children to Nature Initiative

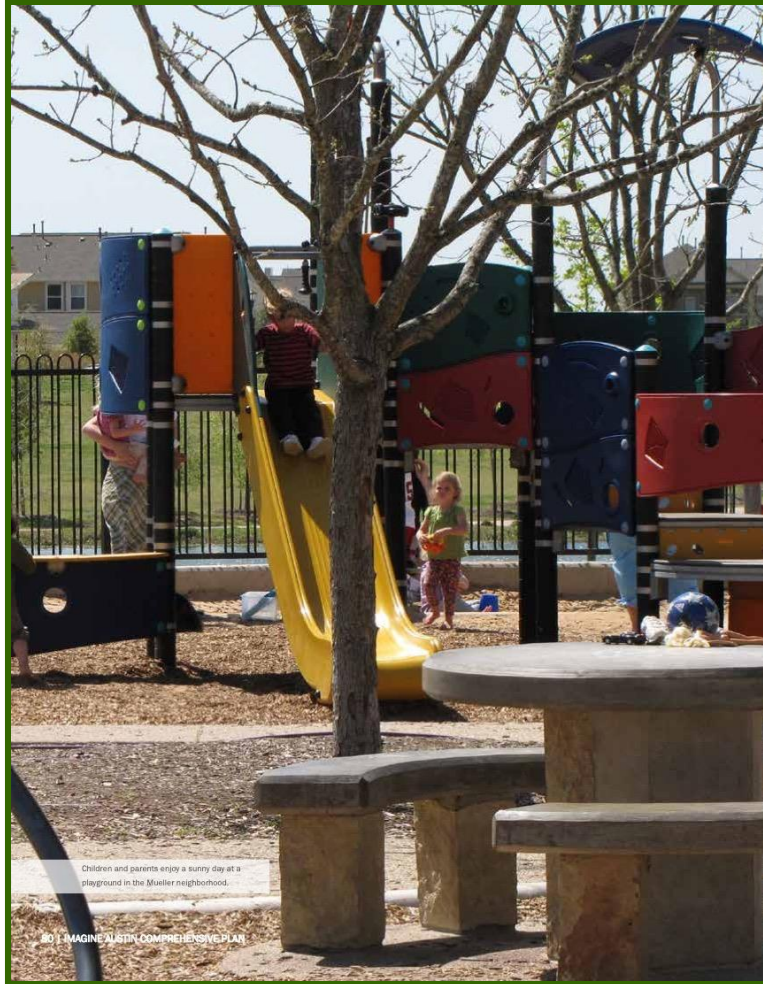


- Three-year initiative established by the **National League of Cities**, in partnership with the **Children & Nature Network**
- Funded by The JPB Foundation
- Designed to help city leaders develop strategies for getting more young people outdoors and connected to nature
- Particular focus on children and youth in economically stressed communities





# CCCN – Planning Grant



## How is Austin Participating?

- Austin is one of six cities nationwide that has received a \$25,000 planning grant from NLC
- PARD dedicated an additional \$25,000 in capital planning funding to assist in the planning effort.
- March – August 2016, PARD will lead the effort to create an Implementation Plan that will be presented for additional funding



# CCCN Planning Grant – Benefit to All City Departments



## **Why we believe involving all city departments is integral to the planning process:**

- Every City department plays a role in how we connect Austin's children to the natural world
- Every City department has a vested interest in fostering a generation of environmental stewards in order to achieve the long-term goals we have in place for the city
- If we don't give the next generation of voters and policy makers the opportunity to create a connection to, and understanding of the natural world, how can we expect them to carry on the environmental values that make Austin so unique?



# CCCN – Planning Grant



## Vision, Goals & Outcomes

- Identify nature gaps and needs across Austin
- Identify key policy, program, partnership and leadership opportunities
- Institutionalize effort to connect children to nature
- Focus on underserved areas of Austin / ensure equitable access to nature
- Ensure future sustainability and environmental stewardship by increasing children's equitable access to nearby nature



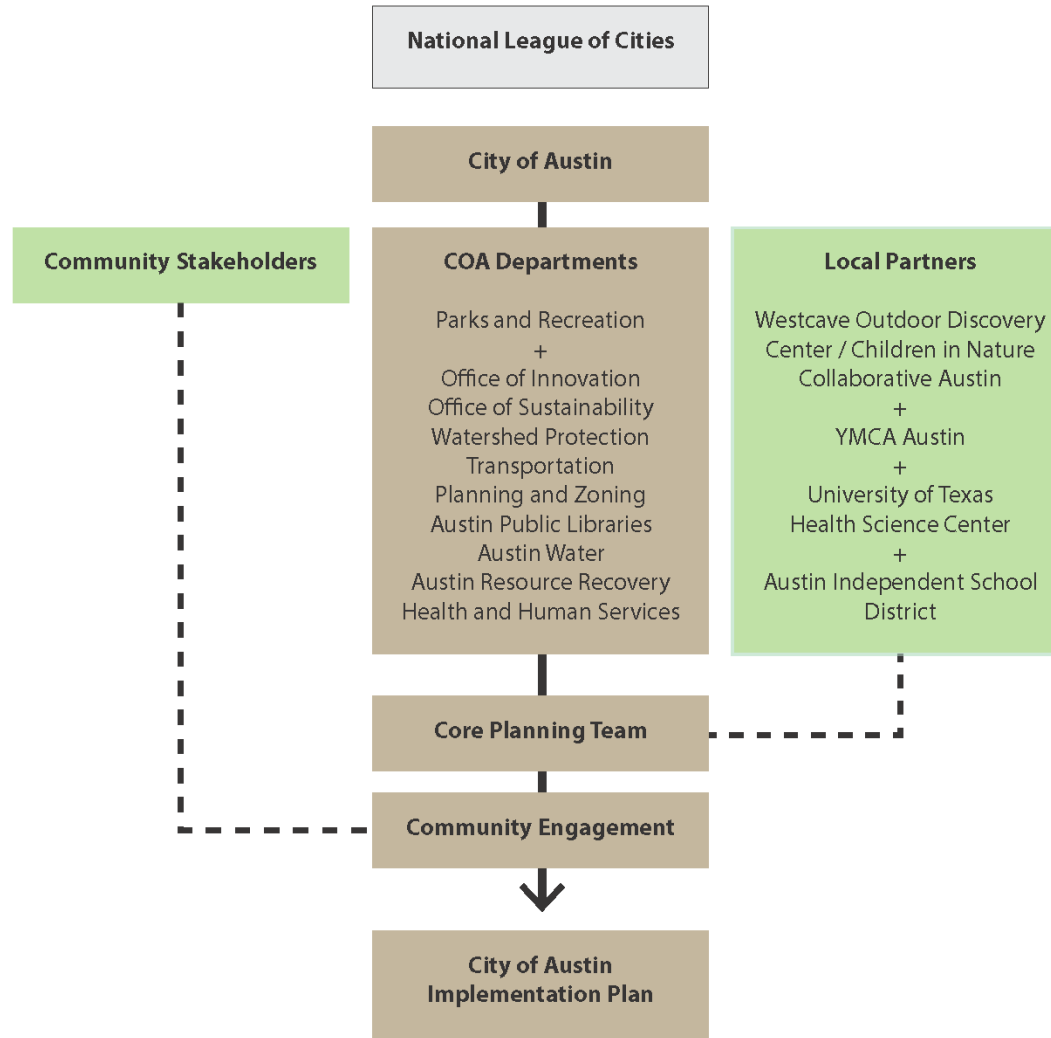
256 | I imagine Austin... Comprehensive Plan



# CCCN – Planning Grant

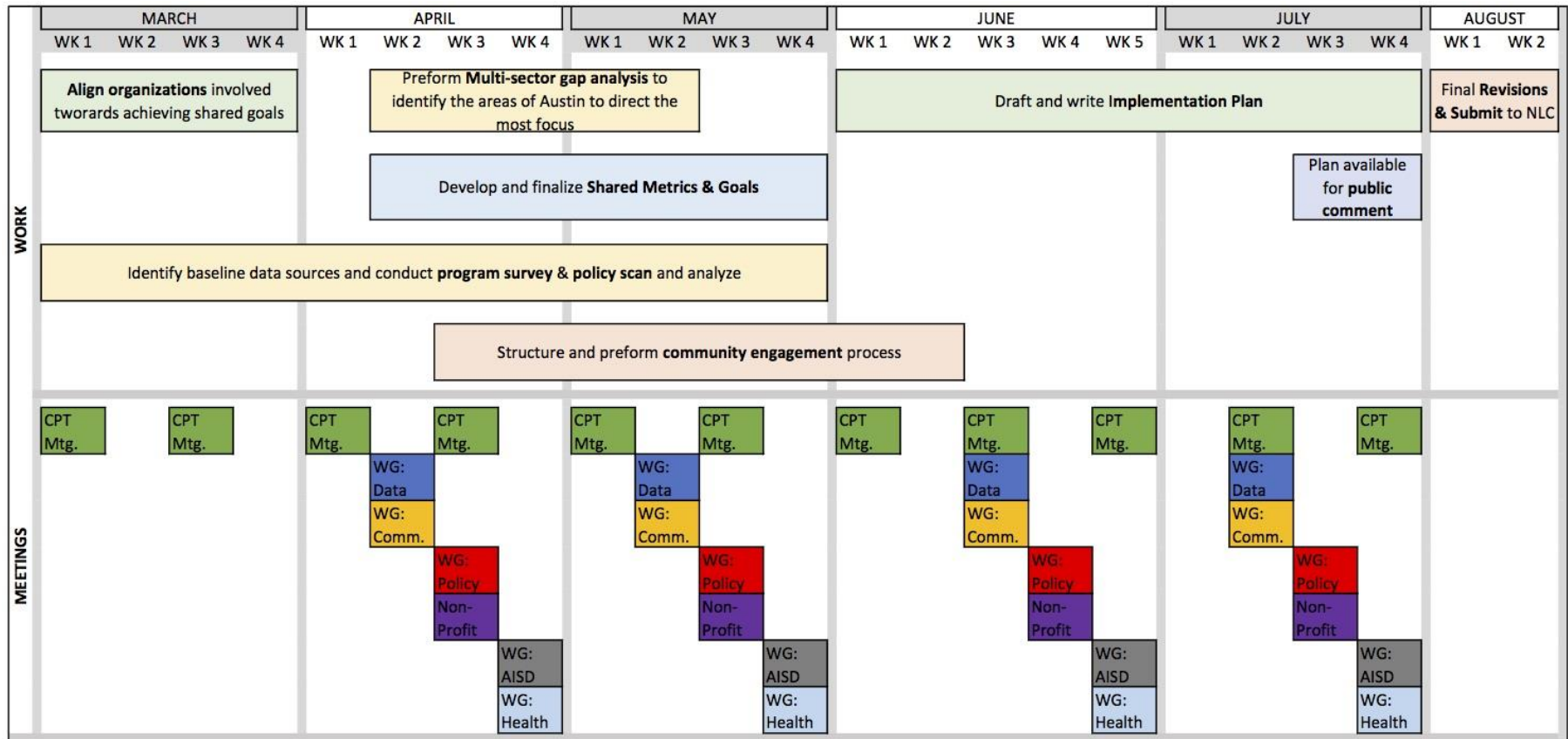


## Organizational Structure





# CCCN – Planning Grant – Gantt Chart

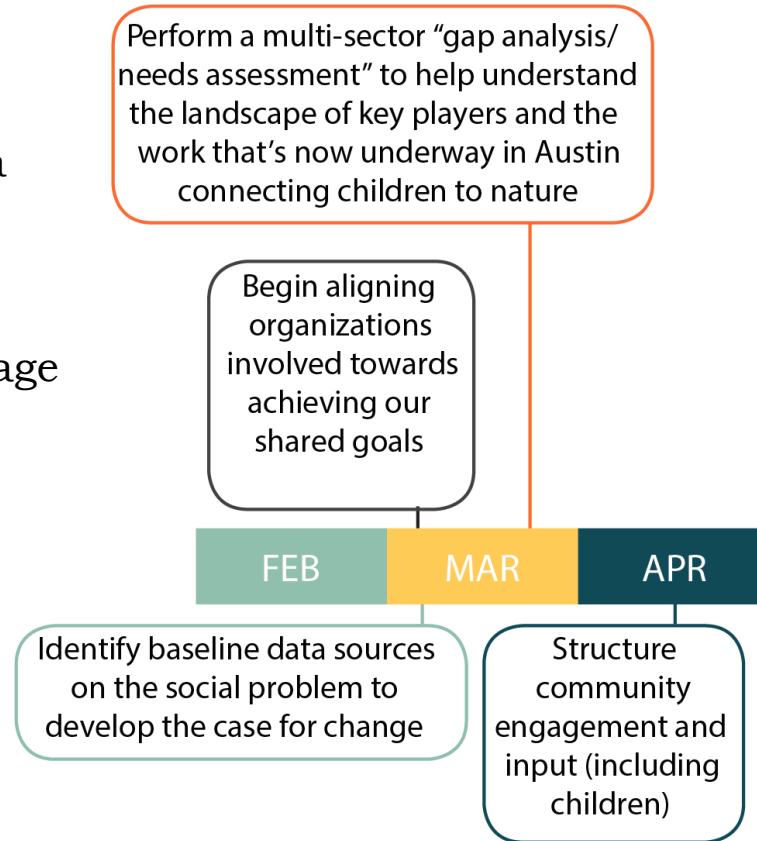


# CCCN – Planning Grant – Timeline



## Phase One – Team Organization

- Core Planning team to meet twice a month
- Meetings will focus on aligning information, developing tools to engage the community
- Begin gathering baseline data

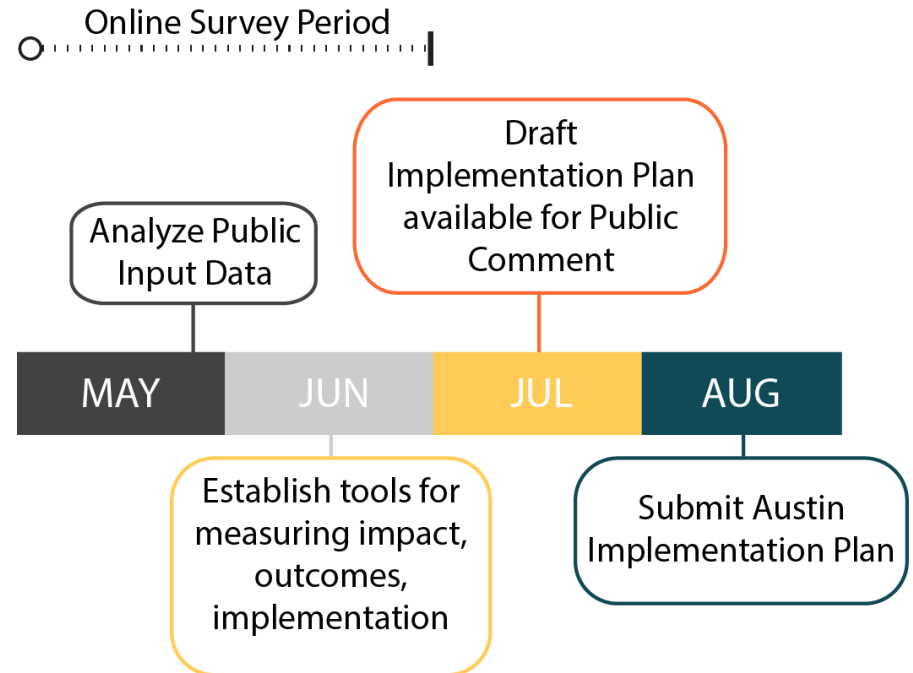


# CCCN – Planning Grant – Timeline



## Phase Two – Community Engagement

- How can we involve the community with collected quantitative data?
- Develop online survey to capture qualitative ranking for nature in Austin
- Tailor engagement to involve the youth perspective



# CCCN Planning Grant: created with the “Collective Impact” Model



The "**Collective Impact**" process is a highly structured collaborative effort... and here's how you can help create Austin's "CCCN Action Plan".

## Collective Impact's Five Conditions:

- 1. Common Agenda:** Government agencies, non-profits and community members have a shared vision for an Austin that better connects children to nature, that includes a common understanding of the problem and a joint approach to solving the problem through agreed upon actions.
- 2. Shared Measurement System:** Agreement on the ways success will be measured and reported, with a short list of key indicators across all participating organizations.
- 3. Mutually Reinforcing Activities:** Engagement of a diverse set of stakeholders, across sectors, coordinating a set of differentiated activities through a mutually reinforcing plan of action.
- 4. Continuous Communication:** Frequent communications over a long period of time among key players within and across organizations, to build trust and inform ongoing learning and adaptation of strategy.
- 5. Backbone Organization:** Ongoing support dedicated to the initiative who tend to play six roles to move the initiative forward: Guide Vision and Strategy; Support Aligned Activity; Establish Shared Measurement Practices; Build Public Will; Advance Policy; and Mobilize Funding.



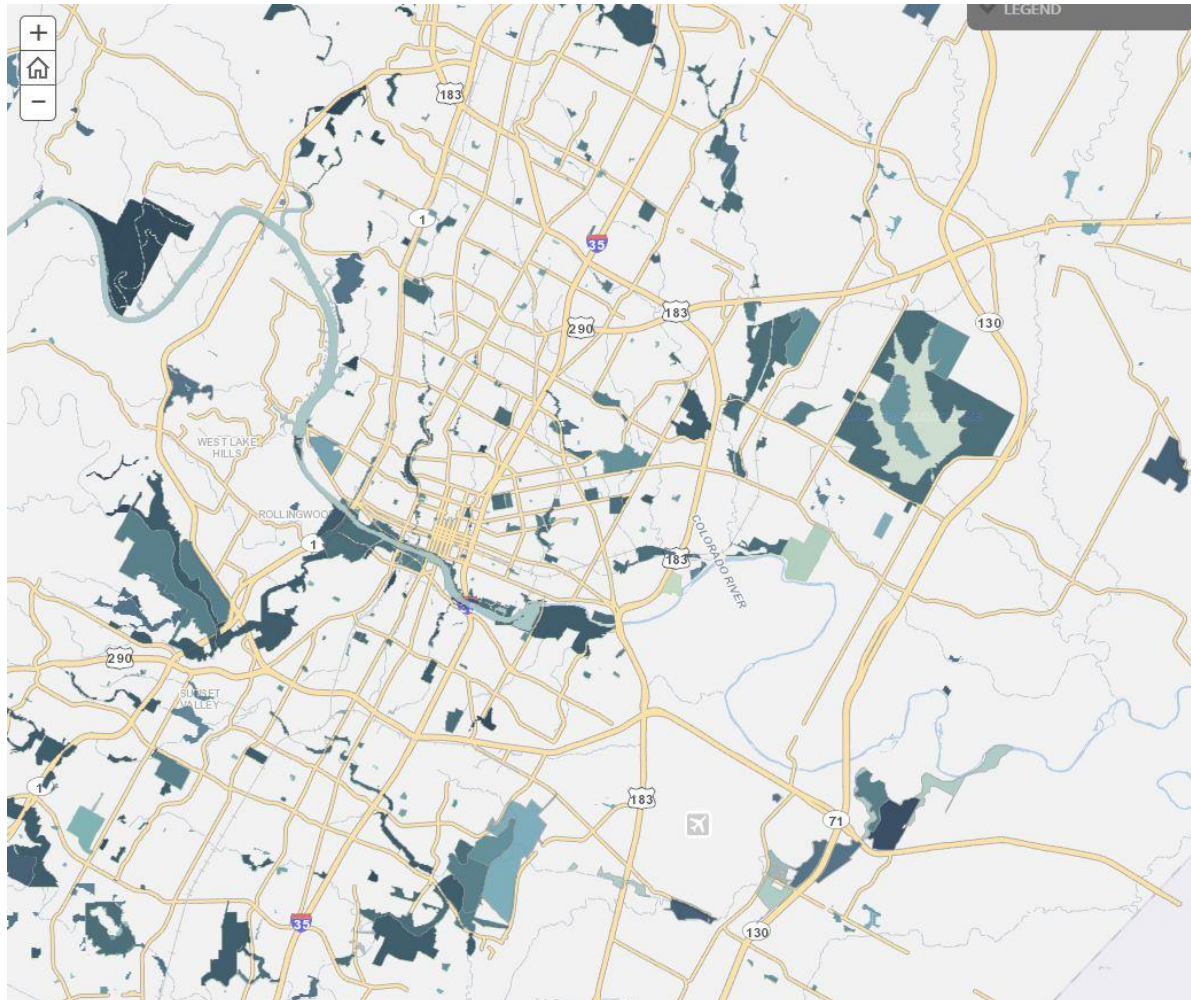


# CCCN Planning Grant: Gap Analysis



## GIS Park Factor Map Creation & Next Steps

Presented by Patrick Beyer, Landscape Architect Associate  
ArcGIS Online Story Map



# CCCN Planning Grant: Contacts



**Website:** [www.austintexas.gov/cccn](http://www.austintexas.gov/cccn)

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Hayden Brooks: Immediate Past Chair, Westcave Outdoor Discovery Center

